Note for Steen, Lauren E.

From: Chacko, Bob

Date: Fri, Jun 28, 1996 3:55 PM

Subject: P. Menthol 6/15 Flash

To: Anise, Roy; Anton, Mark; Beran, Dave; Berlin, Alan; Bonhomme, Jeanne; Clem, Trey; Egan, Patty; Foster, Truman; Fuller, Stuart; Geary, Dave; Gee, Edward; Goldfarb, Arthur; Gotti, Robert; Greene, Julie; Greer, Vanessa; Houghton, Ken; Iler, Bill; Isaacs, Jerry; Johnson, Craig; Keane, Denise; LeVan, Suzanne; Levy, Carolyn; Love, Steve; Lund, Nancy; Mahan, Michael; McCarthy, Patricia; Merlo, Ellen; Mikulay, Robert; milby, david l; Morgan, Jim; Mortensen, Jim; Nelson, Doug; Paoli, Pete; Pettinelli, Bob; Pilotti, Nancy; Rafferty, Shelby; Reuter, Barbara; Saloun, Tom; Schwartz, Andrew; Steele, Harry; Steen, Lauren E.; Szymanczyk, Mike; Teitelbaum, Shari; Vander Putten, James; Walchak, Mark; Weinstein, Barbara; Wexler, Larry; Whalen, Roy; Willard, Howard; Zerangue, Kent

Cc: Chacko, Bob

File(s): 6/15 summary; TOP615.XLS

See Enclosed 1 Page Summary and topline data on the 3 market total.

--6/15/96 Highlights--

Retail Performance data based on 3 market (NY Metro, Boston, and Philadelphia).

* Cume share for C - Stores (0.4%), and AOC (0.3%)
* Week ending share C-stores(0.6%) and AOC (0.5%)
* Week ending Share in Store Stocking C-stores(0.7%) and AOC (0.7%)
* Region 1 Share in Stores Stocking C-stores (0.6%)
* Distribution based on FLR custom panel Region 1 (76%)
* Minimal out of stocks
* Pricing of P. Menthol same as Kool and Newport
* B1G1F Cume share (0.06%), week ending share (0.1%), and share in stores stocking (0.2%) in C- stores.
* Very strong visibility of 55% of stores in Region 1
* 48% of stores have a P. Menthol promotion

Market by Market share performance will be available next week.

Source: https://www.industrydocuments.ucsf.edu/docs/gmjn0004

PARLIAMENT MENTHOL FLASH
WEEK ENDING 06/15/96

	CONVENIENCE STORES								SUPERMARKETS								ALL OUTLETS COMBINED							
	5/25	6/1	6/8	6/15	Diff vs wk-ago	4wk 6/15	4wk vs 4wk ago	Cume Intro	5/25	6/1	6/8	6/15	Diff vs wk-ago	4wk 6/15	4wk vs 4w-ago	Cume Intro	5/25	6/1	6/8	6/15	Diff vs wk-ago	4wk 6/15	4wk vs 4w-ago	Cume Intro
Share																								
Total Parliament	4.20	4.47	4.21	4.29	0.08	4.29	0.23	4.07	3.56	3.58	3.78	3.79	0.01	3.68	0.21	3.54	4.05	4.26	4.11	4.18	0.07	4.15	0.22	3.94
Parliament NM	3.49	3.75	3.63	3.68	0.05	3.64	-0.05	3.69	3.43	3.49	3.68	3.66	-0.02	3.56	0.12	3.49	3.48	3.69	3.64	3.67	0.03	3.62	-0.01	3.64
Parliament Menthol	0.71	0.72	0.58	0.61	0.03	0.66	0.28	0.38	0.14	0.09	0.10	0.13	0.03	0.12	0.09	0.05	0.58	0.57	0.47	0.50	0.04	0.53	0.23	0.30
Parliament B1G1F	0.10	0.09	0.12	0.13	0.01	0.11	0.07	0.06	0.06	0.05	0.03	0.04	0.01	0.04	0.03	0.02	0.09	0.08	0.10	0.11	0.01	0.09	0.06	0.05
Share in Stores Stocking*																								
Total Parliament	4.29	4.56	4.30	4.38	0.08	NA	NA	NA	3.56	3.58	3.78	3.79	0.01	NA	NA	NA	4.11	4.32	4.17	4.26	0.09	NA	NA	NA
Parliament NM	3.56	3.83	3.71	3.75	0.05	NA	NA	NA	3.43	3.49	3.68	3.66	-0.02	NA	NA	NA	3.53	3.74	3.70	3.75	0.05	NA	NA	NA
Parliament Menthol	0.89	0.88	0.70	0.71	0.02	NA	NA	NA	0.45	0.29	0.31	0.37	0.06	NA	NA	NA	0.84	0.81	0.65	0.67	0.02	NA	NA	NA
Parliament B1G1F	0.13	0.12	0.14	0.15	0.00	NA	NA	NA	0.21	0.15	0.08	0.11	0.04	NA	NA	NA	0.13	0.12	0.14	0.14	0.01	NA	NA	NA
Distribution																								
Total Parliament	98	98	98	98	0	NA	NA	NA	100	100	100	100	0	NA	NA	NA	98	98	98	98	0	NA	NA	NA
Parliament NM	98	98	98	98	0	NA	NA	NA	100	100	100	100	0	NA	NA	NA	98	98	98	98	0	NA	NA	NA
Parliament Menthol	80	82	83	86	3	NA	NA	NA	31	32	33	35	2	NA	NA	NA	68	70	71	75	4	NA	NA	NA
Parliament B1G1F	13	18	20	15	-5	NA	NA	NA	12	14	8	10	2	NA	NA	NA	13	17	17	14	-3	NA	NA	NA
Days Supply																								
Total Parliament	11	12	12	11	-1	12	0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Parliament NM	9	11	10	9	-1	10	0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Parliament Menthol	21	20	26	21	-5	22	-1	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Parliament B1G1F	18	25	29	18	-11	22	2	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Out of Stock																								
Total Parliament	0	0	3	0	-3	NA	NA	NA	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Parliament NM	1	0	3	3	0	NA	NA	NA	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Parliament Menthol	0	2	0	2	2	NA	NA	NA	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Parliament B1G1F	3	5	4	1	-3	NA	NA	NA	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Price																								
Total Parliament	2.11	2.09	2.07	2.08	0.01	2.09	0.00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Newport	2.10	2.08	2.08	2.09	0.01	2.09	0.01	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Kool	2.08	2.06	2.05	2.07	0.02	2.07	0.00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Lowest Discount	1.32	1.32	1.31	1.31	0.00	1.31	0.00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Gap w/Lowest Discount	0.79	0.77	0.76	0.77	0.01	0.77	0.00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Causal																								
Incentive	1	1	0	0	0	1	-1	NA	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA	NA	NA
Free Product	13	19	18	14	-4	16	11	NA	1	0	1	3	2	2	1	NA	NA	NA	NA	NA	NA	NA	NA	NA
Visible Money Off	4	1	10	6	-4	5	0	NA	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA	NA	NA
Any Promo	22	23	31	30	-1	27	14	NA	1	0	2	4	2	2	1	NA	NA	NA	NA	NA	NA	NA	NA	NA

SOURCE: NIELSEN

* Share in stores stocking is calculated useing market level data. Share/Distribution*100.

Parliament Market includes New York, Boston and Philiadelphia.

Sample Size: New York (52) c-stores, (72)supermarkets; Boston (23)c-stores, (87)supermarkets; Philadelphia (18)c-stores,(64)supermarkets.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmjn0004